



## Got to Be NC Agriculture Commissioner's Award & Display Contest

### **Purpose:**

The purpose of the Got to Be NC Agriculture Booth Display Contest is to encourage Fairs to incorporate a creative, interactive and interesting exhibit about North Carolina agriculture into their Fair, to add visual interest for fairgoers and engage the public in an educational, agricultural message. ***A more visually interesting and engaging Fair may result in increased attendance, which will help Fairs in their mission to promote NC agriculture.***

### **Overview:**

To participate in the Got to Be NC Agriculture Booth Display Contest, each Fair is encouraged to create its own display showcasing regionally produced agricultural products, agricultural industries and/or agricultural services that highlight the Fair's county or region. Fairs should highlight modern agricultural information in the display by using signage, informed people, interactive activities and/or other means of explaining agriculture in the 21<sup>st</sup> century.

Information about county agricultural statistics has been provided in the 2014 Fair Manager's Handbook, and can be downloaded from NCDA&CS Agricultural Statistics website: [www.ncagr.gov/stats](http://www.ncagr.gov/stats). Interactive activity ideas for kids can be downloaded from the NCDA&CS Marketing Kids Stuff website: [www.ncagr.gov/markets/kidstuff](http://www.ncagr.gov/markets/kidstuff)

The theme this year is **Heaping Helping of Fun**, and points will be awarded for incorporating this theme into the booth display in an original, creative way. The logo, as well as the Got to Be NC Agricultural Fairs logo, can be downloaded from <http://www.ncagr.gov/markets/fairs/fairmanagerinfo.htm>. The type of products and materials used in the display, the layout design and any interactive activities are up to each individual Fair to decide.

### **Rules:**

Any entry that does not follow the rules will be disqualified. These rules are meant to put all entries on an equal playing field, so that judges can focus on the judging criteria when reviewing entries. Be sure to read the Judging section below to see how booth displays will be judged.

1. Contest entry form should include no more than TWO DOUBLE-SPACED 8.5 x 11 inch typewritten pages explaining how well the display meets the judging criteria.
2. Contest entry form should include at least 1, but no more than 10 color photos showing how well the display meets the Judging Criteria.
3. Exhibits must be self-supporting and fit in a minimum exhibit space of 8' x 8'.
4. Contestant must be a licensed North Carolina Agricultural Fair to participate.
5. Contest Entry Form documents and photos must be submitted to Kevin Hardison by 5 p.m. on Friday, December 5, 2014 at 1020 Mail Service Center, Raleigh, NC 27699-1020.



## 2014 Got to Be NC Agriculture Commissioner's Award & Display Contest

Judging will be conducted by NCDA&CS employees who are familiar with the Got to Be NC Agricultural marketing brand, and modern agricultural production. Judging will be based solely on the entry form documents and photos submitted. Judges will not evaluate displays in person. It is important for Fairs to follow the rules for submitting an entry, and provide a complete and concise explanation of how the display met each of the Judging Criteria.

### **Judging Criteria will consist of:**

- Prominently using the theme “Heaping Helping of Fun”
- Prominently using the Got to Be NC logo
- Prominently showing regionally produced agricultural products, agricultural industries and/or agricultural services from the Fair’s county or region.
- Explaining the regionally produced agricultural products, agricultural industries and/or agricultural services from the Fair’s county or region through signage, staff people, interactive activities and/or other means of explanation.
- Incorporating information about agriculture in the 21<sup>st</sup> Century, such as the use of informational signage, agricultural statistics, farmland preservation information, photos, interactive activities and/or other ways of portraying modern agricultural production.
- Involving community partners in the creation of the booth display.
- Involving community partners in the staffing of the booth display.
- Incorporating a Kids Club contest.
- Originality and creativity of the booth content, layout and activities.
- Effectively portraying an agricultural message about North Carolina.

### **Awards and Recognition**

One fair in each of the four categories will be selected to receive the Commissioner's Award and a cash prize of \$500. Category 1: attendance less than 15,000; Category 2: attendance of 15,001 – 40,000; Category 3: attendance of 40,001 or more; and Category 4: governmental fairs.

### **Additional Information**

Contact Kevin Hardison at [Kevin.Hardison@ncagr.gov](mailto:Kevin.Hardison@ncagr.gov) or call (919) 707-3123. Submit entry form documents and photos to 1020 Mail Service Center, Raleigh, NC 27699-1020